GUIDANCE FOR the "CATOCTIN NEWS"

(Quarterly Group Newsletter)

January 2021

The "Catoctin News" is published quarterly at the end of March, June, September and December. The purpose is to inform, motivate, activate and excite the Group membership. Current e-mail distribution is about 800 members in Carroll and Frederick Counties. There is no hard copy distribution. Each issue is posted on the Group Website and all issues remain there. Subsequent to each posting, an e-mail announcing its publication, including a link to the web site (https://www.sierraclub.org/maryland/catoctin-group-newsletters), is sent to the membership through a member data base.

This is an environmental related publication. Subject matter includes both current and long term issues and occasionally historical subjects. Writers are encouraged to think creatively. The "Catoctin News" should keep abreast of local issues, but articles may encompass state, national and global topics. Specific subjects may range from environmental problems and solutions, to hardware, projects, environmental justice, corporate initiatives and international issues. Articles that promote specific companies and their products will not be accepted. Political coverage generally is not permitted, although news on the interviews and endorsement of candidates is okay.

Announcements of upcoming Group events and associated organization activities may be included, normally at the end of the newsletter. However, fundraising for the latter will not be permitted.

 Each "Catoctin News" Edition includes a standard header, at least three articles and a list of Officers and Committee Chairs.

BASIC REQUIREMENTS FOR A "CATOCTIN NEWS" ARTICLE

- Up to 500 words.
- Short title followed by the author's name.
- Graphics and photos are encouraged.
- Links to published material, upcoming events, etc. also are encouraged.
- Use word processing software.
- Use clear, coherent and concise writing style. Can cover technical issues, but avoid scientific terms that only research or engineering professionals can understand.
- Begin with clear and concise text that covers the main purpose or subject of the article.
- Do not plagiarize. Credit sources in the text or a bibliography at the end of the piece.
- If you criticize another, be professional and respectful.
- Have a conclusion.
- Analysis and conclusions generally should be those of the author, although there can be exceptions if credited properly.
- Brief announcements of upcoming events are encouraged.

- Review previous "Catoctin News" on the website for ideas.
- **Deadlin**e for submission – 10th day of publication month.

PROCESS

Several people are involved in preparing the "Catoctin News" including: writer, manager and editor (Lew Sherman), Design Editor (Dee Dolan), EXCOM Chair (Paul Walker) and Chapter Website Administrator (Eric Mc Kenzie). The process is as follows:

1. Writer submits article to the manager/editor by the due date; usually the 10th day of the month of publication. Always be alert for announced date changes.
2. Manager/editor edits the article with concurrent communication with the writer.
3. After editing, the article is sent to the Design Editor for graphic design, enhanced formatting and layout.
4. The Design Editor converts the article to Portable Document Format (PDF), completes designated work and returns a finished copy to the editor; this process involves some interchange between the Editor and Design Editor.
5. When all articles are completed, Design Editor sends a finished draft to the Editor.
6. Editor completes final review.
7. Editor sends the finished draft to the EXCOM Chair for review, comment and potential changes.
8. EXCOM returns finished draft to Editor with comment and requests.
9. EXCOM's requested changes and edits are returned, if necessary, to Design Editor for final changes and corrections.
10. Newsletter is loaded on the Group website by Web Administrator.
11. Editor sends email announcement of the "Catoctin News" to the Group membership via a Marketing Cloud process administered by the Maryland Chapter office.

ADDENDUM # 1 TO the "CATOCTIN NEWS"

PURPOSE

1. Inform membership of Group activities.
2. Ask for membership support, ideas & participation.
3. Inform members of current environmental issues.
4. Discuss national and global issues that can impact locally.
5. Spur members to action.
6. Encourage members to support environmentally friendly leaders, including voting.
7. Encourage members to be more committed environmental stewards in their personal lives.

<u>WRITING STYLE</u>

1. Professional, creative & informative.
2. Avoid newspaper style in which redundancy is common.
3. Concise – minimize unnecessary verbiage.
4. Generally:
   - State reason/purpose/subject in 1st paragraph.
   - Provide analysis & speculation in final paragraph.
   - Use middle paragraphs for information & discussion.
5. Provide photos, graphics and illustrations where they could enhance appearance and/or support the text.
6. Provide electronic links to related information.
7. Give credits in text or in footnote form as needed.
8. Quotations from other writers is good.

Submitted by:

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